H P G
Trade
Catalogue
12

"Happy Thoughts"

BUCK

BRANTFORD

COOKING RANGES

FOR PEOPLE WHO ARE PARTICULAR

MADE BY

THE WILLIAM BUCK STOVE COMPANY, LIMITED

BRANTFORD MONTREAL WINNIPEG
VANCOUVER

SUPPLIED BY

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96 Queen St. East, TORONTO.

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The William Buck Stove Co., Limited.

TO THE

Enterprising Canadian Housewife

Who requires better things from the kitchen—

Who desires more satisfaction in the kitchen—

Who is not in accord with antiquated irregular methods—

Who believes in improvement, advancement, progress—

Who wants to know about

Buck's "Happy Thought" Range

This booklet is respectfully addressed.

The William Buck Stove Co., Limited.

Some Generalities

THERE never was, nor will there be, a notable achievement consummated, without concentration on a definite objective, unremitting, persistent effort, singleness of purpose, and above all a love for the work, which lightens any labor, gives zest to endeavor and sweetens ultimate success. I am thinking now of the "Happy Thought" range. Originated years ago, studied continuously by experts, and to-day upon the pinnacle of unrivalled success.

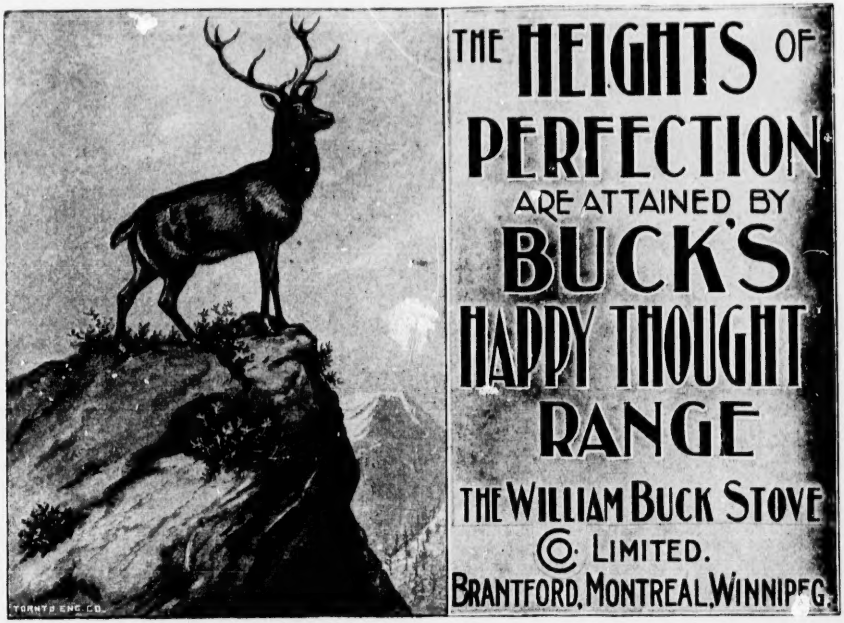
You will pardon my speaking in the first person, but I want to talk to you directly and personally. I am Buck's "Happy Thought" range man, and have had to do with this great range since its inception many years ago. My pride in it is natural. Let me tell you a little about it.

A Little History

The late William Buck, than whom no better stove man ever lived, had been making stoves—good stoves—for many years. His experience taught him that there was a class of people in this country—a class by the way largely increased since his day—that wanted something better than the ordinary cooking apparatus, no matter how well made, that was at that time in vogue. I worked with him and

The William Buck Stove Co., Limited.

From the "Heights of Perfection"
Buck's "Happy Thought" surveys the plains of commonalty, where the ordinary ranges strive in competition.



The heights are difficult to scale, the path begins in a desire to excel, leads around the precipices "light weight" "scrap iron," "imitation" and "clap trap" to the uplands of "popular approval," and by the way of "honesty" "originality" and "true worth" to the heights themselves.

Some More History

BETWEEN us we produced the "Happy Thought" the Series "A" of which made its bow to the public—well in the very early 80's.

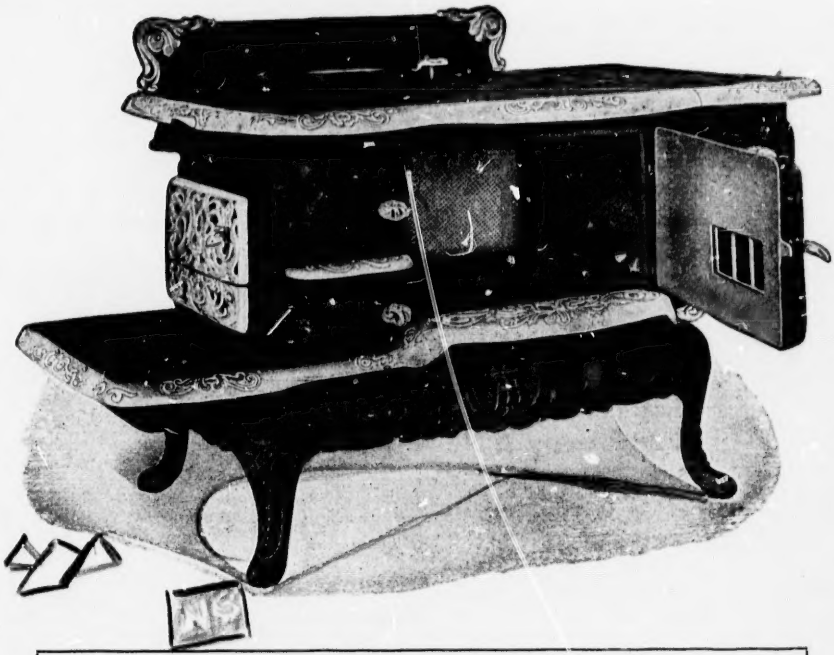
We thought it was too good, it weighed more than other ranges, it had larger ovens, better flues, and the original duplex grate.

We were afraid it was in advance of the times. I didn't think the people would pay for it, that our satisfaction would have to be taken out in the knowledge that we had made the very best cooking appliance that any one had ever seen. Well, that's one of the times I made a mistake, the people took it as the desert would a shower, and in a few months the name "Happy Thought" was known far and wide and the range sold as none ever had before.

Now I didn't stop right there, fold my hands and rest satisfied. The William Buck Stove Company, Limited, wanted something still better. I went at it again and have been at it ever since. The different series of the "Happy Thought," which we kept designating by letters, appeared in rotation, until now we introduce herewith the Series "F," which is as far in advance of the original "A" as the "A" was of the others of its day.

The William Buck Stove Co., Limited.

Pyramidal Oven



The picture above shows the patented pyramidal oven plates fitted only to the "Happy Thought" Range. One of the greatest improvements to cooking appliances in many years. More radiated heat. Absolutely no warping or cracking. Air space under the cooking vessel, and many other advantages described elsewhere.

¶ This one patent combines a multitude of advantages and is just one of the many reasons the "Happy Thought" is so far beyond compare.

The William Buck Stove Co., Limited.

History Continued

I COULD tell you volumes about the "Happy Thought"—how each improvement was first thought of—the difficulties that were met with—the triumphs ultimately scored. I would rather, and will in later pages, tell you why the "Happy Thought" is such a success, how it differs from everything else, and explain the different points which make it what its name implies, which have caused it to become the leading manufactured specialty of this country and account for makers pride in it.

I want to say just here, if you should require any information not contained in this booklet and will let me write you direct, it will give me pleasure. I thoroughly enjoy describing the "Happy Thought" range to people who are interested. I can tell you some things about ranges that perhaps you do not know. I would like to write you personally—I mean it—address

The "Happy Thought" Range Man

CARE THE WILLIAM BUCK STOVE CO.

Brantford

The William Buck Stove Co., Limited.

The Secret of Success

The secret of a wife's success,
Is this. She always ought
To greet her husband with a smile
And use Buck's "Happy Thought."

Getting Down a Little Closer to Particulars

THE fire box is the life of a range, the oven is its heart.

Don't you think they should be proportioned in size the one to the other? I do, and have made a different sized fire box for each different sized oven. If the fire box is too large for the oven the result is a waste of fuel, if too small, inefficiency. No other maker seems to know this, or if he does, dosen't care. The fire box in each size of the "Happy Thought" is scientifically proportioned to the size of the oven, it is so in each variety of the range. This is important, you won't find it anywhere else—sounds simple but took study and experiment to perfect.

If your range flues are too large the products of combustion are carried quickly past the point where they should be efficient—result—an enormous fire to do a little work. If the flues are too small the oven won't work—no satisfaction at all. You will be advised to pull down your chimney and build another, put a stack on the one you have, or something else that involves expense and trouble. Anything but blame the range where nine out of ten times the cause of failure lies.

Now I know something about flues—studied them for years. In the "Happy Thought" Range there is no trouble of this kind. This is where knowledge counts—there is a moral.

Transparent Oven Door

Above picture illustrates the patented illuminated oven found only in the "Happy Thought" range.

The process of cooking is observed without cooling the oven. This attachment has other valuable advantages described elsewhere in these pages.

¶ The "Happy Thought" is covered with original features of merit.

The William Buck Stove Co., Limited.

Further Particulars in which the "Happy Thought" excels

UNDER the cooking holes on top of the range the fire is supposed to pass. Supposed to —yes. In how many does it? One only, the "Happy Thought." No matter whether your range is running with direct draft or with the heat turned around the oven, each top cooking hole is ready for heavy service. I get this result by means of our patented oven damper which is so good that we keep it to ourselves.

We do the same with the reservoir damper which also is patented and by means of which you **boil** water at any time in the reservoir.

All parts of the oven of the "Happy Thought," and of this range only, are reinforced or double, thus confining the heat where you want it for use. Other makers don't do this—it costs something in each range.

The "Happy Thought" has a specially constructed waterfront and a peculiar method of applying same. The results are surprising. If you have your range fitted with a waterfront use lots of hot water. This front is built for work and it is better for it to have lots to do.

I am giving you these facts so that you won't have to take my word that the "Happy Thought" is superior, so you can see for yourself on what we base our claims. At the risk of wearying you I am going to give you some more—not all—they would fill a volume.

The William Buck Stove Co., Limited.

The perfect results of careful culinary efforts.

The true delights of fine cooking.

Are known only to the users of

"Happy Thought" Ranges

Even if you could "worry along" with a common range, why should you?

The "Happy Thought" returns you daily dividends in comfort, convenience, economy—good currency, eh?

No one ever bought a "Happy Thought" but was delighted—a positive fact.

Remember that there is no substitute for this range. It has no equal. There can be no "just as good" until perfection meets its match.

Features That Make the "Happy Thought" Supreme

NOW you know that in ordinary ranges the oven is made of plain flat plates, that is the inside of the oven top, bottom and sides are flat surfaces. All the heat that enters the oven is radiated through these plates. Well, early in my experiments I found that plates with projections would radiate much more heat than flat surfaces, this lead to the inventing, patenting and applying to the "Happy Thought" only my pyramidal oven plates, the greatest improvement added to ranges in a decade.

The plates have pyramidal shaped projections followed on the other side by like depressions so that the plate is of even thickness. These add, by careful measurement, more than one third to the heating capacity of the oven, and as they raise the cooking vessel off the flat surface allow the air to circulate under it, which adds immeasurably to the ability to do fine work. If you are a good cook you will appreciate this. I want to tell you now that this oven is a wonder.

This leads me to the subject of oven ventilation, also an important one. Oven ventilation was first introduced into "Buck's" stoves a generation ago. I always knew that oven ventilation was necessary for the healthful cooking of food. The fresh air is admitted to the "Happy Thought" Oven through a register damper in the oven door, the air is heated as it enters through small channels and constantly

Features Continued

changes all the air in the oven, the surplus air, the steam and odors are drawn through a tube at the back of the oven, carried into the flue, thence to the smoke pipe, the action is automatic and perfect, the oven is continuously supplied with fresh hot air and is clean, sweet and wholesome.

I fit the oven with a thermometer which accurately indicates its heat and is a help in cooking, but much better yet, I have patented what I call an illuminated oven whereby the process of cooking may be observed without cooling the oven or having the heat forced objectionably into the face of the observer. Each oven door has a small door covering a mica or glass window. This is a real good contrivance, is practical and pleasing, and of course patented and used on the "Happy Thought" only.

I have here just touched on a few of the different points that this range possesses exclusively, there are many others which no other range has such as simmering covers, air tight dampers, drip trough in reservoir, ease of removing grates, &c., for repairs, dampers operated by valve action, which your dealer will explain, or about which I would be glad to write you.

But there is one thing I want to say in big type if Mr. Printer will let me, and that is **no other range on earth has a single point of advantage or real utility that is not embodied in the "Happy Thought" while this range is covered with original features which can be found nowhere else.**

"A Thing of Beauty"

JUST a word regarding the appearance of the "Happy Thought" range. You can get a good idea from the following cuts, but better still, see the range itself, you can do so in the biggest stove store in your town.

The decorative design was made by an artist who was engaged by the William Buck Stove Company to produce the most elaborately beautiful design possible. When I say an artist I mean just that—his work we leave in your hands for judgment, requesting your special attention to the beautiful effect obtained in the deflector high shelf and closet on which the Company have been granted patents.

There have been high commendations from discriminating people in regard to the artistic excellence of the "Series F Happy Thought."

Beauty may be only skin deep, in this case the skin is iron and of good thickness too.

The William Buck Stove Co., Limited.

Particulars for Ordering, etc.

On the ten following pages we illustrate the ten styles in which the "Happy Thought" Range is furnished. We designate them as Cuts 1 to 10 inclusive.

In each style there are six sizes as follows:

No. 84 having four 8 in. and two 6¾ in. cooking holes
No. 94 having four 9 in. and two 6¾ in. cooking holes
No. 88 having six 8 in. cooking holes
No. 8 having six 8 in. cooking holes
No. 99 having six 9 in. cooking holes
No. 9 having six 9 in. cooking holes

Exact Sizes

Size of Oven	Length of fire box For Coal	Length of fire box For Wood
No. 84—16 x 19¼ x 10	13¾	21½
No. 94—18 x 21 x 10¾	15¾	23
No. 88—18 x 21 x 10¾	15¾	23
No. 8—19¾ x 22 x 11½	16¼	24½
No. 99—19¾ x 22 x 11½	16¼	24½
No. 9—21¾ x 23¾ x 12½	18¼	26½

The Happy Thought Range

Works equally well with coal or wood. All kinds of fire-box linings can be supplied with the "Happy Thought." We mount them all with brick linings but the heavy cast iron linings for coal can be supplied when desired, as also cast linings for wood. When both coal and wood fire-box linings are required the wood linings are charged as an extra. They can be supplied for all sizes when so ordered. We recommend leaving the bricks in if wood is to be used temporarily, say in summer time, but if wood is to be used for any length of time, take out the bricks and have regular cast wood linings put in.

Cast Linings for Wood

No. 84	Price,	$2 66
Nos. 94 and 88	"	2 92
Nos. 8 and 99	"	3 60
No. 9	"	4 00

Waterfronts—When mounted in range, add to list of Nos. 84, 94 and 88, $3.36; Nos. 8 and 99, $4.20; No. 9, $4.80.

Thermometers—We can fit all sizes of the "Happy Thought" with thermometers if specified in order. When supplied the thermometer will be charged as an extra.

Prices given above and in the following pages are "list", that is subject to discount and showing relatively the different values.

The William Buck Stove Co., Limited.

Happy Thought Range

A TRIUMPH OF SUCCESS

Cut 1

No. 84—Square with Tea Shelf	$53 52
No. 94—Square with Tea Shelf	58 18
No. 88—Square with Tea Shelf	58 18
No. 8—Square with Tea Shelf	70 52
No. 99—Square with Tea Shelf	72 66
No. 9—Square with Tea Shelf	78 34

¶ Specify by the size of range and number of the cut.

¶ If a waterfront is wanted in the range mention it in ordering.

The William Buck Stove Co., Limited.

Happy Thought Range

NO ROOM IN THE HOUSE FOR TROUBLE

Cut 2

No. 84—Reservoir with Tea Shelf	$65 18
No. 94—Reservoir with Tea Shelf	69 84
No. 88—Reservoir with Tea Shelf	69 84
No. 8—Reservoir with Tea Shelf	81 14
No. 99—Reservoir with Tea Shelf	82 46
No. 9—Reservoir with Tea Shelf	90 94

¶ Any style and size may be furnished with wood linings when desired, these consist of three pieces, bottom grate, front grate and fire back.

The William Buck Stove Co., Limited

Happy Thought Range

The Every Day Friend of Nearly Two Hundred Thousand Canadian Women

Cut 3

No. 84—Square, with Steel High Shelf	$60 52
No. 94—Square, with Steel High Shelf	65 18
No. 88—Square, with Steel High Shelf	65 18
No. 8—Square, with Steel High Shelf	77 52
No. 99—Square, with Steel High Shelf	79 66
No. 9—Square, with Steel High Shelf	85 34

¶ If range is ordered with high shelf or closet and the cut number is not mentioned we will supply the cast one.

The William Buck Stove Co., Limited.

Happy Thought Range

The greatest help to the experienced. A necessity to the beginner.

Cut 4

No. 84—Reservoir, with Steel High Shelf	$72 18
No. 94—Reservoir, with Steel High Shelf	76 84
No. 88—Reservoir, with Steel High Shelf	76 84
No. 8—Reservoir, with Steel High Shelf	88 14
No. 99—Reservoir, with Steel High Shelf	89 46
No. 9—Reservoir, with Steel High Shelf	97 94

¶ Each style has the features that make all so popular.

The William Buck Stove Co., Limited.

Happy Thought Range

NOW FOR HOME COOKING—BEST OF ALL

Cut 5

No. 84—Square with Cast High Shelf	$61 68
No. 94—Square with Cast High Shelf	66 34
No. 88—Square with Cast High Shelf	66 34
No. 8—Square with Cast High Shelf	78 68
No. 99—Square with Cast High Shelf	80 82
No. 9—Square with Cast High Shelf	86 50

¶ Each size and style has all the advantages known. The variation is in size and shelf fitting only.

The William Buck Stove Co., Limited.

Happy Thought Range

YOUR IDEAL IN RANGES SURPASSED

Cut 8

No. 84—Reservoir, with Steel High Closet	$ 78 18
No. 94—Reservoir, with Steel High Closet	82 84
No. 88—Reservoir, with Steel High Closet	82 84
No. 8—Reservoir, with Steel High Closet	94 14
No. 99—Reservoir, with Steel High Closet	95 46
No. 9—Reservolr, with Steel High Closet	103 94

¶ Do the baking with the fire box half full of coal, clean the flues once a month.

The William Buck Stove Co., Limited.

Happy Thought Range

GET ONE—
SAY GOOD-BYE
DULL CARE

Cut 9

No. 84—Square with Cast High Closet	$71 26
No. 94—Square with Cast High Closet	75 92
No. 88—Square with Cast High Closet	75 92
No. 8—Square with Cast High Closet	88 26
No. 99—Square with Cast High Closet	90 40
No. 9—Square with Cast High Closet	96 08

¶ The high closet varies in size so as to be proportionate. On the No. 9 it is very large 8 in. high, 34 in. long 15 in. deep.

The William Buck Stove Co. Limited.

Happy Thought Range

MAKES YOU SING WHILE YOU WORK

Cut 10

No. 84—Reservoir, with Cast High Closet	$ 82 92
No. 94—Reservoir, with Cast High Closet	87 58
No. 88—Reservoir, with Cast High Closet	87 58
No. 8—Reservoir, with Cast High Closet	98 88
No. 99—Reservoir, with Cast High Closet	100 20
No. 9—Reservoir, with Cast High Closet	108 68

¶ Six different sizes--ten different styles—sixty in all—the greatest line on earth. ¶ It should be—its the greatest range

The William Buck Stove Co., Limited.

Worth Reading

THE "Happy Thought" range weighs more on the scales than any other range made anywhere and I have put the weight just where it is needed. If you get one of these ranges age will make you a nuisance to your friends long before it has passed its usefulness. Just have the dealer weigh the covers for you then you will see how my range compares—weigh the whole range if you can, it will surprise you.

I line the fire-box of the "Happy Thought" with fire-bricks—best quality obtainable of course —Why, when castings are cheaper? Because they possess numerous and decided advantages. Every blast furnace is lined with brick, so is every cupola for melting iron, so is every furnace where intense heat is developed for any purpose, so is the firebox of every big hotel range worthy of the name. Don't you think it is reasonable to have these advantages in your domestic range?

With brick linings the heat is not radiated so directly into any one part of the oven but is evenly distributed—with brick such as we use they last for years if given any care—Don't be mislead in this detail, as in others if the "Happy Thought" has it, it is right.

No matter where you live, what kind of fuel you want to burn, under any and every circumstance the "Happy Thought" Range will not only please it will delight you. If you want something to last, to be efficient, to work in the morning, at noon or at night, to solve all culinary difficulties; if you want the satisfaction of knowing beyond the shadow of a doubt that your range is the embodiment of the latest scientific knowledge you will join that great army whose kitchen cares are forgotten and whose brightest treasure is that King of ranges Buck's "Happy Thought."

The William Buck Stove Co., Limited.

Buck's "Happy Thought" Ladies' Favorite.

And why should not the "Happy Thought" be the ladies' favorite? Should not anything be popular that lightens labor, banishes worry, saves money every day it runs and is always ready, willing and cheerful? The "Happy Thought" is queen of Woman's Kingdom and in her appreciation finds the homage most desired.

The William Buck Stove Co. Limited.

A few more Particulars

THE fire in the "Happy Thought," the heat in the oven, the consumption of fuel, are as easily controlled as an angel's temper. The dampers work easily, they are fitted airtight, a child can understand them and they instantly, absolutely, and completely control the operation of the range. The door in the high closet of the "Happy Thought" is controlled by a spring, no smashed crockery, no "get the arnica for my fingers" when it comes down, just a touch and it is open or shut. Oh I could give you a hundred nice points, but for goodness sake see the range and for your own sake use it.

It is certainly true that you may buy ranges that cost you less money than the "Happy Thought." I still contend however, that it is the very cheapest range to buy—In it you get more iron, more convenience for your money, more economy in fuel, in a word more real downright solid satisfaction than you can get from any other investment. I tell you and mean it that every dollar you put into a "Happy Thought" is worth two to you. From the foot of the range that rests on the floor to the top of the guard on the high closet the "Happy Thought" is a radiant thing of beauty. In it art and science join—the result of thought, experiment and great care—it is a triumph in an age of great things—it is unequalled– it is unapproached.

The William Buck Stove Co., Limited.

"Happy Thought" Insures Good Cooking

More than anything else the "Happy Thought" conduces to the happiness of the household.

MEALS ON TIME
PROPERLY PREPARED
HEALTHFULLY COOKED

are some of its work. ¶ Where happiness is sought the "Happy Thought" range is essential.

The William Buck Stove Co., Limited.

Summing Up

I HAVE talked to you in a straightforward way. I haven't told you half about my range but have stated a few facts as they occurred to me and have tried to tell you in an honest homely way the plain unvarnished story of the "Happy Thought."

I have told you why and in what details it excels. It is your reason I have appealed to and your intelligence I have tried to convince. I have shown you the basis of claims that otherwise might seem extravagant. Frankly I want you to use a "Happy Thought" range—I want you to use it for your own advantage, but more I want you to believe in it for me. The satisfaction of making an article so thoroughly reliable, so superior, so unqualifiedly good is not entirely in the number sold or the material advantage reaped. The appreciation of those qualified to judge and the esteem of the public I have tried to serve is more to me than I can tell. Thank you for having read this booklet. May I ask you to inspect the range? Will you write for further information or with suggestions?

My work, my pleasure and my hobby is the "Happy Thought" range.

In conclusion let me say that I know every ounce of it and that I believe in it. It is worth a life work and I have given it and whether or no pride in any form is excusable I am proud of it.

Yours truly,

The "Happy Thought" Range Man

The William Buck Stove Co., Limited.

1st

2nd

3rd

4th

5th

6th

7th

8th

9th

10th

AS the cooking range is the most important article of furniture in the home the following facts are worthy of careful attention by the range buyer.

Nearly two hundred thousand "Happy Thoughts" are in use in Canada.

No "Happy Thought" has ever failed to please the user.

The "Happy Thought" weighs more than any other and is thus more durable.

The "Happy Thought" is so well built that it uses less fuel than any other.

The patented features of the "Happy Thought" can be found nowhere else. They include the pyramidal oven, illuminated oven, oven damper, reservoir damper, deflector shelf, etc.

The "Happy Thought" has the deepest and most economical firebox, the most scientifically arranged flues, properly proportioned ovens and largest top cooking surface.

The "Happy Thought" waterfront is the most powerful known, the reservoir will **boil** water. The oven cooks equally in every part, whether on shelf or oven bottom or any corner, or centre.

The "Happy Thought" has the conveniences of register cover, nested cover, simmering cover, oven thermometer, extra large closet and shelf.

The "Happy Thought" dampers give you absolute control over the fire which may with ease be retained for thirty-six hours.

Do you want guarantees? Nearly two hundred thousand users praise the "Happy Thought." The dealer who handles it guarantees it. The makers give you their word that nothing better can be made.

Notice

THE makers of the "Happy Thought" range desire to notify whom it may concern that the salient features of the range are patented and the design registered at Ottawa. No infringements will be tolerated. You are urged to see that the name "Happy Thought" is on the range you buy, as also the makers name.

Piratical manufacturers have attempted to trade on the reputation of the "Happy Thought" by placing cheap imitations on the market. As a protection to the public we have been compelled to stop this by process of law, and shall continue to guard our rights and the interests of the people in this respect to the utmost extent.

¶ If there is any matter of any kind about which you wish information in relation to

STOVES - RANGES - FURNACES

get in touch with the Empire's largest makers

The William Buck Stove Co., Limited

BRANTFORD, MONTREAL, WINNIPEG, VANCOUVER

¶ The largest and best equipped factory

¶ The most comprehensive line of goods.

¶ A Clientele from ocean to ocean.

¶ And a reputation for high grade goods that needs no guarantee.

The William Buck Stove Company, Limited

BRANTFORD MONTREAL

WINNIPEG VANCOUVER